



鳳凰衛視

PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED

鳳凰衛視控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2008)

CHANGE OF ALTERNATE DIRECTORS

The Board announces that Mr. Paul Francis AIELLO has ceased to act as alternate director to Mr. LAU Yu Leung, John and Mr. LAU Yu Leung, John has ceased to act as alternate director to Mr. Paul Francis AIELLO with effect from 10 December 2008.

The Board also announces that Dr. GAO Jack Qunyao has been appointed as alternate director to both Mr. Paul Francis AIELLO and Mr. LAU Yu Leung, John, the non-executive directors of the Company, with effect from 10 December 2008.

CESSATION OF ALTERNATE DIRECTORS

The board of directors (the “**Board**”) of Phoenix Satellite Television Holdings Limited (the “**Company**”) announces that Mr. Paul Francis AIELLO has ceased to act as alternate director to Mr. LAU Yu Leung, John and Mr. LAU Yu Leung, John has ceased to act as alternate director to Mr. Paul Francis AIELLO with effect from 10 December 2008.

APPOINTMENT OF ALTERNATE DIRECTOR

The Board is also pleased to announce that Dr. GAO Jack Qunyao has been appointed as alternate director to both Mr. Paul Francis AIELLO and Mr. LAU Yu Leung, John, the non-executive directors of the Company, with effect from 10 December 2008.

Dr. GAO Jack Qunyao (“Dr. GAO”), aged 50, is currently the director and chief executive officer of STAR (China) Ltd. Dr. GAO is also the vice president of News Corporation (the ultimate holding company of Xing Kong Chuan Mei Group Co., Limited, which is a substantial shareholder of the Company) and chief representative of the News Corporation Beijing Representative Office. Dr. GAO previously served as vice president, Asia-Pacific [APAC] Emerging Geography of Autodesk, Inc., general partner of Walden International, president and general manager of Microsoft (China) Co. Limited. Dr GAO holds doctorate, master and bachelor degrees in engineering from the University of California, Los Angeles, and Harbin Institute of Technology in China.

Save as disclosed above, Dr. GAO has not previously held and is not holding any other position with the Company and its subsidiaries. Save as disclosed above, Dr. GAO does not hold any other directorships in any listed public companies in the last three years and other major appointments and qualifications. Save as disclosed above, he does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company. As at the date of this announcement, Dr. GAO does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

There is no service contract entered into between the Company and Dr. GAO. Dr. GAO is not appointed for a specific term and does not receive any emoluments from the Company. In accordance with the articles of association of the Company, Dr. GAO shall cease to be an alternate director of the Company if his appointment is removed, or if both of his appointers, Mr. Paul Francis AIELLO and Mr. LAU Yu Leung, John cease for any reason to be directors of the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to the appointment of Dr. GAO that need to be brought to the attention of the shareholders of the Company, and there is no information relating to Dr. GAO that should be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Company takes this opportunity to welcome Dr. GAO for his new appointment.

By Order of the Board
LIU Changle
Chairman

Hong Kong, 10 December 2008

As at the date of this announcement, the Board comprises Mr. LIU Changle (Chairman), Mr. CHUI Keung and Mr. WANG Ji Yan as the Executive Directors; Mr. LU Xiangdong, Mr. GAO Nianshu, Mr. Paul Francis AIELLO, Mr. LAU Yu Leung John and Mr. GONG Jianzhong as the Non-executive Directors; Dr. LO Ka Shui, Mr. LEUNG Hok Lim and Mr. Thaddeus Thomas BECZAK as the Independent Non-executive Directors. Dr. GAO Jack Qunyao is the Alternate Director to Mr. Paul Francis AIELLO and Mr. LAU Yu Leung, John.